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Porsche India Plans 50 Panamera Sales In 2009



Porsche plans to sell 50 units of the Panamera in India this year. The [Porsche Panamera](#) will be launched by 3rd October. The Panamera's price will range from Rs 1.4 crore to Rs. 2 crore. Porsche has already secured 13 bookings of the 4 door sports sedan. Porsche has sold around 650 cars since its entry into India three years ago. However, 65% of the sales came from the [Porsche Cayenne](#).

Porsche had set up a new plant in Germany exclusively to manufacture about 20,000 units of the Panamera. Total production at its German plant has declined from 98,000 units (in 2008) to 80,000 units this year due to the recession. Indian operations contribute only a meagre percentage of global sales while the US, Europe, China and the Middle East are the big markets. Mumbai was the biggest market for the company, with 60% of sales coming from there, followed by Delhi with 30%, while the remaining 10% came from the rest of the country.

You can also find this article published on [Porsche India Plans 50 Panamera Sales In 2009](#), and on the tag pages [Porsche Panamera](#).